



CLAYTON CENTURY  
FOUNDATION

*enriching our community*

CCF BOARD OF DIRECTORS

AGENDA

July 30, 2014

Clayton Municipal Courtroom  
10 South Brentwood Boulevard  
5:30 PM

1. Call to Order by Judy Goodman
2. Review of 04-30-14 Minutes
3. President's Report
4. Financial Report
5. Potential Projects from the Downtown Master Plan by Gary Carter
6. Development Report
  - Major Gifts Committee
    - Update on Feasibility Study by Amy Rome of the Rome Group
  - Annual Fund Committee
    - Update on Mid-year Solicitation
7. CCF Arts Report
  - Consideration of Trova Poets
8. CCF History Report
  - Proposed Plan for Library/Archives at the Center of Clayton
9. New Business
10. Next Meeting – Wednesday, October 29, 2014 at 5:30 pm
11. Adjourn



## CLAYTON CENTURY FOUNDATION

*enriching our community*

### **Clayton Century Foundation Board of Directors Meeting Minutes**

**Wednesday, April 30, 2014  
Heritage Building, Courtroom  
10 N. Brentwood  
5:30 pm**

**Attendees:** Judy Goodman, JJ Flotken, Gary Feder, Gary Krosch, Scot Boulton, Cheryl Verde, Lee Hanson, Cindy Rapponotti, Bob Paster, Jill Fisher, Ben Uchitelle, Cindy Berger, Sally Cohn, David Anderson, Janet Horlacher, Mike Zaccarello, Sarah Melinger, Michelle Harris

**Absent:** Holly Benson, Ken Goldman, John McCormick, Bev Wagner, Linda Goldstein, Hugh Scott, Steven Rosenblum, Elizabeth Robb, Mont Levy, Mark Winings

**Staff:** Sarah Umlauf – Community Resource Coordinator, Brie Cella – Development Coordinator, Patty DeForrest – Director of Parks and Recreation

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#### **1. Call to Order**

Judy Goodman called the meeting to order at 5:35 pm. Judy applauded the Mayor and Board of Alderman for taking the chance and putting Proposition D on the ballot. CCF is disappointed with the results and all involved will look at why the measure did not pass and come back with something better. Michelle Harris explained that the company hired to work on Clayton Forward will put together a report on the election results.

Judy reported on the outcome of the Strategic Planning meeting and noted that four key issues came to the surface. Those issues are:

- A need to refine the public/private partnership and the organization – especially in the case of the sections
- Expand CCF's brand within the community
- Rethink fundraising strategies

- Look at the organization's process for choosing projects and consider smaller projects that will make a bigger impact

Judy recognized Gary Feder for his valuable leadership of the organization through an important time and announced that CCF will be dedicating a Presidential bench in Shaw Park in his honor.

2. Approve January 29, 2014 Minutes

The minutes were approved as submitted.

3. Financial Report

Gary Krosch announced that he would not be presenting a financial report to the organization. Gary is working with City Staff to clear up some reconciliation issues but once it is ready, a financial report will be distributed to the board.

4. Development Report

Gary Feder provided an update on the Major Gifts Committee noting that Amy Rome would be beginning a feasibility study on the Master Plan Overlay. The study is funded by Bob Chapman. Gary and Amy met with Bob following the election and he reiterated his support for the study and the project. A small committee consisting of Gary Feder, Steven Rosenblum and Judy Goodman are working with Amy Rome on the study. The study will survey the temperature of the business community with regard to the overlay. Once the documents are finalized, a letter will be sent to leaders in the community and Amy will follow up with interviews. The goal is to have a report prepared by Amy Rome by the end of the summer.

Cindy Rapponotti asked if the list could be shared with the Board of Directors. Staff will distribute the list to the board.

Gary Krosch proposed that there could be value in presenting the study as a joint study between the CCF and the City. Currently, the study is being conducted on behalf of the CCF alone. Gary Krosch feels that the involvement of the City lends credibility to the study. Additionally, a partnership with the City helps to ensure that funded projects will not deteriorate. CCF relies on the City to maintain completed projects.

Some members felt that there was also a benefit in showing that the organization does function independently. Michelle Harris suggested the study be presented in a way to show that the City endorses the projects undertaken by CCF. Judy Goodman noted that the group would relook at the introductory letter with a partnership with the City in mind.

Lee Hanson questioned how the group would handle situations where new projects could be suggested by study participants. The group would rely on Amy's expertise when conducting interviews.



Patty DeForrest provided a project update. The City is preparing to update the Parks and Recreation Master Plan as they near 70% completion of the current plan. CCF has invested \$2 million in projects.

The Enterprise Holdings Pavilion is targeted for completion on May 16<sup>th</sup> and will be open to the public on June 1<sup>st</sup>. Patty is working with Kathy Reeves on a dedication event.

Anderson Park is open but is challenged with water issues. The City is working to alleviate the issues. With additional funding from the Andersons, the City is working on a water feature for the Dog Park.

Patty reviewed a list of projects approved by the City of Clayton. The list has not been approved by CCF but the organization may choose to fund projects found on the list. The list includes the Oak Knoll playground, interior restoration work for Hanley House, the Shaw Park Ice Rink, green space acquisition, DeMun and Taylor playgrounds, Hanley House interpretive Center, northeast corner of Shaw Park, additional public art, projects contained in the Downtown Master Plan, Center of Clayton improvements, archival space, heating and cooling system for the outdoor pool, Family Center natural playground, aqua climbing wall, Century Garden, and special events sponsored by the City of Clayton.

Judy noted that the list is helpful. Regarding special events, Judy noted that the City has asked CCF to raise funds for the Shakespeare Festival. The Major Gifts Committee will discuss and the CCF Board can decide how they will want to help.

JJ Flotken reported on the Annual Fund Committee. Currently, the committee is focusing on an event for the Ralph Clayton Society or donors that have given at the \$1,000 level and above. A Preview Party for the Time Capsule will be held in Hanley Park the night before the burial. The group achieved their goal of having 50 persons accept the invitation.

The organization sent a mailer in March to all past CCF donors welcoming them to the Second Century and letting them know that CCF was still here. The group will follow-up with a community-wide mailer this summer focusing on completed projects. Judy Goodman commended the work of JJ and his committee as CCF relies on annual gifts to keep the organization running.

##### 5. CCF Arts Report

Judy reported that she had lunch with Bev Wagner. Bev is interested in following through with the placement of the second Trova sculpture. Following that placement, CCF Arts will focus on the Public Art Master Plan and gateway entries.

6. CCF History Report

Bob Paster reported the CRSWC, the governing board of the Center of Clayton, has approved the use of the former coffee kiosk space as an archive and display center for CCF History. Bob noted that the desing of the space would need to be approved by the CRSWC and once approved, CCF History would request funding from the CCF Board for the construction of the space.

On May 15, the next CCF History Lecture Series will take place at the St. Louis County Police Headquarters and will look at the history of the organization.

CCF History has a display case featuring Clayton history at Commerce Bank and a second case will be going to the Mid-county Library branch. A third case will possibly be installed at the Pierre Laclede Center.

Also, CCF History will be meeting with a distinguished CHS alum to interview him for the archives.

7. CCF Parks Report

Cindy Rapponotti is looking for volunteers to assist with Musical Nights in Oak Knoll Park. Cindy would like to see 4-6 volunteers for each event. A number of CCF Parks Board members have resigned and the group is looking for new recruits.

8. New Business

Scot Boulton noted that the 5:30 pm meeting time was difficult to make from his downtown office and wondered if the meeting time could revert back to 7:00 pm. Following discussion, the group will continue to meet at 5:30 pm.

9. Next Meeting

The next meeting will be Wednesday, July 30, 2014 at 5:30pm at 10 S. Brentwood Boulevard.

10. Adjourn

The meeting was adjourned at 7:00 pm.



# **Downtown Master Plan & Central Avenue Activation Plan**

**Presented to the Clayton Century Foundation  
July 30, 2014**

City of Clayton  
Missouri

## **Study Area**



10 N. Bernstein, Clayton, MO 63105  
314-290-6500 • 314-290-3133 fax  
[www.claytonmo.gov](http://www.claytonmo.gov)



## Vision For Downtown Clayton

- Create a framework for future development
- Reinforce the role of Downtown Clayton within the St. Louis region
- Leverage prior successes to move to the next level
- Identify a fully functional mixed use, sustainable, urban environment and development program
- Design a distinctive civic realm that establishes the city's identity, links districts, and is integral to surrounding development



## Vision For Downtown Clayton

- Leverage the MetroLink stations for transit oriented development and access
- Establish a network of pedestrian friendly streets
- Celebrate each neighborhood and its connection to downtown
- Position each district according to its unique assets to promote diverse mixed-use environments
- Develop a comprehensive signage and wayfinding system and shared parking in strategic locations

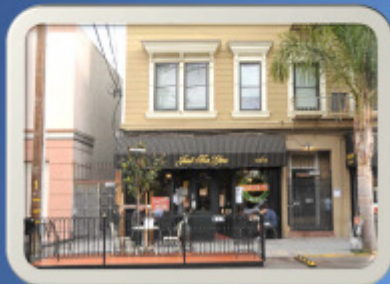


# Parklets



15 N. Benton, Clayton, MO 63105  
314-290-4900 • 314-290-3333 fax  
www.claytonmo.gov

# Parklets



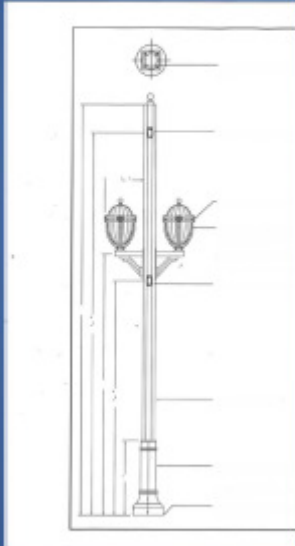
- City is currently proceeding with first parklet project
- Costs estimated between \$25,000 and \$75,000 depending on design and materials



15 N. Benton, Clayton, MO 63105  
314-290-4900 • 314-290-3333 fax  
www.claytonmo.gov



## Lighting

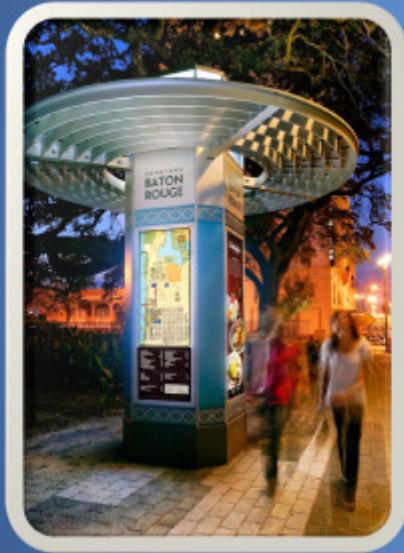


## Lighting

- Project:  
Replace 8 light poles and footings
- Estimated Cost:  
\$250,000



## Wayfinding



10 N. Bernickson, Clayton, MO 63105  
314-290-0500 • 314-290-3333 fax  
www.claytonmo.gov

## Wayfinding



- Proposed FY2015 Budget has \$60,00 for study and plan
- Projected FY16 Budget has \$240,000 estimated for implementation



10 N. Bernickson, Clayton, MO 63105  
314-290-0500 • 314-290-3333 fax  
www.claytonmo.gov

# Downtown Music

## Concept:

- Provide live music in downtown concentrated around high volume pedestrian areas
- Use existing sidewalk space and leave streets open
- June through August
  - Friday and Saturday evenings
    - Excludes July 4<sup>th</sup> weekend
    - 12 weekends

## Goals:

- Synergy between events and businesses
- Increased foot traffic
- More sales for retailers and restaurants
- Entertainment for residents

Costs: \$18,000



15 N. Benton, Clayton, MO 63105  
314-290-4500 • 314-290-3333 fax  
[www.claytonmo.gov](http://www.claytonmo.gov)



**CLAYTON CENTURY FOUNDATION  
STATEMENT OF FINANCIAL POSITION**

As of: May 31, 2014

**FUND 85: CLAYTON CENTURY FOUNDATION**

**CASH AND CASH EQUIVALENTS:**

COMMERCE CHECKING ACCOUNT	\$152,910.09
LESS OUTSTANDING CHECKS	-\$14,087.38
DUE TO CCF FROM CITY	\$0.00
DUE TO CITY FROM CCF	\$0.00

<b>TOTAL</b>	<b>\$138,822.71</b>
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**ASSETS:**

**UNRESTRICTED ASSETS**

UNRESTRICTED CCF	\$81,796.45
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<b>TOTAL UNRESTRICTED ASSETS</b>	<b>\$81,796.45</b>
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**RESTRICTED ASSETS**

RESTRICTED CCF	\$35,407.16
RESTRICTED CCF - ART	\$3,661.38
RESTRICTED CCF - HISTORY	\$7,710.92
RESTRICTED CCF - PARKS	\$10,246.80

<b>TOTAL RESTRICTED ASSETS</b>	<b>\$57,026.26</b>
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<b>TOTAL ASSETS</b>	<b>\$138,822.71</b>
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**LIABILITIES**

<b>TOTAL LIABILITIES</b>	<b>\$0.00</b>
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<b>TOTAL LIABILITIES &amp; ASSETS</b>	<b>\$138,822.71</b>
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**CCF RESTRICTED FUND DETAILS**

As of: May 31, 2014

**CCF:**

Dog Park	\$22,907.16
Shaw Park Trail	\$12,500.00

**CCF RESTRICTED FUND TOTAL****\$35,407.16****CCF – ART:**

Undesignated CCF - Art Project Funds	\$3,661.38
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**CCF – ART RESTRICTED FUND TOTAL****\$3,661.38****CCF – HISTORY:****FUTURE RESTRICTED FUNDS:**

Library	\$472.96
Hanley House Doors	\$1,426.00
Undesignated History Funds	\$5,611.96
Hanley House Programs (2013 & 2014)	\$200.00

**CCF – HISTORY RESTRICTED FUND TOTAL****\$7,710.92****CCF – PARKS:****APPROVED EXPENDITURES FOR FY14:**

Musical Nights @ Oak Knoll	\$2,000.00
Scholarship Program	\$1,000.00

**FUTURE RESTRICTED FUNDS:**

Legacy Funds (Undesignated)	\$7,246.80
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**\$10,246.80****CCF – PARKS RESTRICTED FUND TOTAL****TOTAL CCF RESTRICTED FUND****\$57,026.26**

# Clayton Century Foundation Statement of Cash Flows

As of: May 31, 2014

Account Title	FY13	FY14	FY14
	Actual	Budget	Year to Date
<b>Beginning Balance</b>	<b>\$483,241.45</b>	<b>\$220,165.22</b>	<b>\$220,165.22</b>
<b>Revenue</b>			
Donations - Individual	\$120,789.34	\$78,000.00	\$38,069.01
Donations - Corporate	\$263,500.00	\$21,500.00	\$196,506.74
Events	\$11,300.00	\$4,000.00	\$0.00
Grants	\$8,000.00	\$0.00	\$0.00
Programs	\$4,500.00	\$11,000.00	\$3,700.00
Merchandise	\$7,138.43	\$1,850.00	\$495.00
Miscellaneous	\$0.00	\$0.00	\$0.00
Interest	\$335.57	\$400.00	\$0.00
Party of the Century	\$66,825.00	\$50,000.00	\$93,055.00
<b>Revenue - Subtotal</b>	<b>\$562,388.34</b>	<b>\$166,750.00</b>	<b>\$331,825.75</b>
<b>Year End Revenue</b>	<b>\$1,045,629.79</b>	<b>\$386,915.22</b>	<b>\$551,990.97</b>
<b>Operating Expenses</b>			
CCF Contractual Services	\$27,201.16	\$28,650.00	\$18,054.12
CCF Commodities	\$7,352.40	\$8,500.00	\$2,415.16
Accrued CCF Expenses	\$0.00	\$0.00	\$0.00
CCF Art	\$1,404.26	\$6,600.00	\$750.00
CCF History	\$1,777.20	\$22,220.00	\$5,168.21
CCF Parks	\$12,049.55	\$14,000.00	\$3,973.00
<b>Operating Expenses - Subtotal</b>	<b>\$49,784.57</b>	<b>\$79,970.00</b>	<b>\$30,360.49</b>
<b>Project Expenses</b>			
Clayton Century Foundation	\$775,680.00	\$71,500.00	\$382,807.77
CCF Art	\$0.00	\$0.00	\$0.00
CCF History	\$0.00	\$0.00	\$0.00
CCF Parks	\$0.00	\$0.00	\$0.00
<b>Project Expenses - Subtotal</b>	<b>\$775,680.00</b>	<b>\$71,500.00</b>	<b>\$382,807.77</b>
<b>Accrued Expenses</b>			
CCF	\$10,975.00	\$18,975.00	\$35,407.16
Art	\$3,661.38	\$6,661.86	\$3,661.38
History	\$10,544.57	\$10,544.57	\$7,710.92
Parks	\$26,376.13	\$15,876.13	\$10,246.80
<b>Accrued Expenses - Subtotal</b>	<b>\$51,557.08</b>	<b>\$52,057.56</b>	<b>\$57,026.26</b>
<b>Unrestricted Funds</b>	<b>\$168,608.14</b>	<b>\$183,387.66</b>	<b>\$81,796.45</b>
<b>Ending Balance</b>	<b>\$220,165.22</b>	<b>\$235,445.22</b>	<b>\$138,822.71</b>



# Clayton Century Foundation Fund Summary

As of: May 31, 2014

		FY13	FY14	FY14
		Actual	Budget	Actual
	<b>CLAYTON CENTURY FOUNDATION</b>			
	BEGINNING CCF BALANCE	\$435,097.98	\$174,889.64	\$174,889.64
	TOTAL CCF REVENUE	\$550,025.22	\$147,950.00	\$326,125.75
	TOTAL CCF EXPENDITURES	(\$810,233.56)	(\$108,650.00)	(\$403,277.05)
	<b>TOTAL CCF FUND BALANCE</b>	<b>\$174,889.64</b>	<b>\$214,189.64</b>	<b>\$97,738.34</b>
	<b>CCF - ART</b>			
	BEGINNING CCF BALANCE	\$8,066.12	\$6,661.86	\$6,661.86
	TOTAL CCF REVENUE	\$0.00	\$1,500.00	\$0.00
	TOTAL CCF EXPENDITURES	(\$1,404.26)	(\$6,600.00)	(\$750.00)
	<b>TOTAL CCF FUND BALANCE</b>	<b>\$6,661.86</b>	<b>\$1,561.86</b>	<b>\$5,911.86</b>
	<b>CCF - HISTORY</b>			
	BEGINNING CCF BALANCE	\$12,245.43	\$16,846.15	\$16,846.15
	TOTAL CCF REVENUE	\$6,377.92	\$4,300.00	\$1,800.00
	TOTAL CCF EXPENDITURES	(\$1,777.20)	(\$22,220.00)	(\$5,168.21)
	<b>TOTAL CCF FUND BALANCE</b>	<b>\$16,846.15</b>	<b>(\$1,073.85)</b>	<b>\$13,477.94</b>
	<b>CCF - PARKS</b>			
	BEGINNING CCF BALANCE	\$27,831.92	\$21,767.57	\$21,767.57
	TOTAL CCF REVENUE	\$5,985.20	\$13,000.00	\$3,900.00
	TOTAL CCF EXPENDITURES	(\$12,049.55)	(\$14,000.00)	(\$3,973.00)
	<b>TOTAL CCF FUND BALANCE</b>	<b>\$21,767.57</b>	<b>\$20,767.57</b>	<b>\$21,694.57</b>
	<b>TOTAL ALL FUNDS</b>			
	BEGINNING BALANCE	\$483,241.45	\$220,165.22	\$220,165.22
	TOTAL REVENUE	\$562,388.34	\$166,750.00	\$331,825.75
	TOTAL EXPENDITURES	(\$825,464.57)	(\$151,470.00)	(\$413,168.26)
	<b>TOTAL FUND BALANCE</b>	<b>\$220,165.22</b>	<b>\$235,445.22</b>	<b>\$138,822.71</b>

# Clayton Century Foundation

## Project Update

As of: May 31, 2014

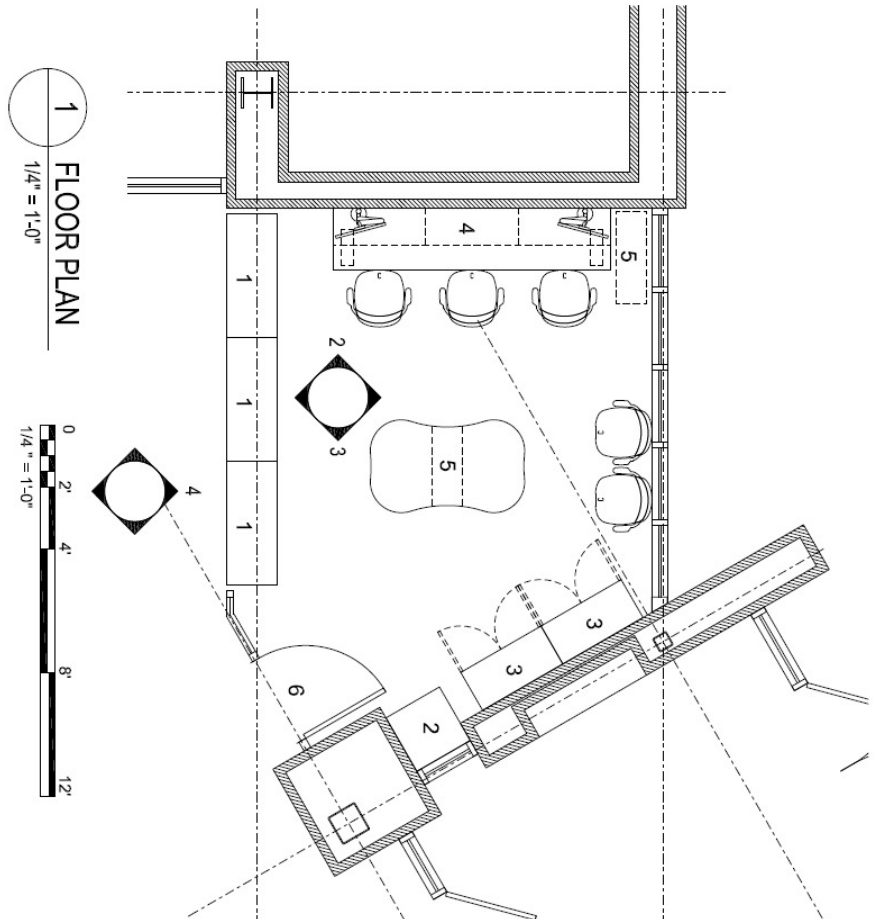
### Completed Projects

Description	CCF Expenditures	Total Project Cost	CCF General Fund Expenditures
Oak Knoll Garden	\$14,854.43	\$14,854.43	\$0.00
Shaw Park Tree Top Playground	\$5,000.00	\$587,500.00	\$5,000.00
Hanley Park Pavilion	\$10,000.00	\$281,817.00	\$10,000.00
Clayton History Book	\$34,251.39	\$34,251.39	\$14,251.39
Hanley House Porches	\$129,730.00	\$173,500.00	\$0.00
Shaw Park Overlay	\$100,000.00	\$104,700.00	\$0.00
Hanley Park Signage	\$10,000.00	\$10,000.00	\$0.00
Shaw Park Multi-Use Facility Design	\$30,000.00	\$35,000.00	\$30,000.00
Shaw Park Art Piece	\$420,000.00	\$420,000.00	\$20,000.00
Party of the Century	\$137,257.77	\$137,257.77	\$0.00
<b>Total Completed Projects</b>	<b>\$891,093.59</b>	<b>\$1,798,880.59</b>	<b>\$79,251.39</b>

### Current Projects

Description	Prior Fiscal Years Expenditures	FY14 Budget	FY14 Year to Date
<b>Shaw Park Walking Trail</b>			
CCF	\$163,000.00	\$34,000.00	\$21,500.00
<b>Total Shaw Park Walking Trail</b>	<b>\$163,000.00</b>	<b>\$34,000.00</b>	<b>\$21,500.00</b>
<b>Shaw Park Pavilion</b>			
CCF	\$750,000.00	\$0.00	\$0.00
<b>Total Shaw Park Pavilion</b>	<b>\$750,000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Anderson Dog Park</b>			
CCF	\$90,000.00	\$0.00	\$0.00
<b>Total Anderson Dog Park</b>	<b>\$90,000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Current Projects</b>	<b>\$1,003,000.00</b>	<b>\$34,000.00</b>	<b>\$21,500.00</b>

**Proposed design for CCF History Archival/Research Space at The Center of Clayton**



- LEGEND**
- 1 7' HIGH DUAL-SIDED DISPLAY CASE, INCLUDING 18" HIGH LOW STORAGE CABINET
  - 2 7' HIGH 24" SQUARE STORAGE TOWER, INCLUDING 18" HIGH LOW STORAGE CABINET
  - 3 7' HIGH STEEL STORAGE CABINET FOR ARCHIVAL BOXES AND BOOKS
  - 4 29" HIGH DESK FOR THREE PEOPLE, INCLUDING OVERHEAD STORAGE, CPU SLINGS, AND MONITOR ARM-MOUNTED LCD MONITORS
  - 5 26" X 60" DROP-SIDE ROLLING TABLE
  - 6 ALUMINUM AND GLASS STOREFRONT TO MATCH EXISTING

